Generic Web Scoring Guide:

Criteria	Poor	Average	Excellent
Focus (3)	**0** No plan or feedback.	**1-2** Sloppy storyboard. No planned "structure", text not written, or no descriptions.	**3** Well-defined goals and audience. Professional storyboard and flowchart (structure) w/descriptions.
Design: Layout (5)	**0** Page is a jumbled mess.	**1-3** Pages have dead space or inappropriate alignment. Position on content or graphics may be ineffective	**4-5** Tables and white space used efficiently.
Design: Text (2)	**0** Unreadable and distracting text.	**1** Text size too small or bad choice of typeface.	**2** Readable typeface and size, contrast with background.
Design: Color (2)	**0** Colors clash.	**1** Some colors not web-safe.	**2** Well-balanced, web-safe colors used.
Design: Graphics/animation (3)	**0-1** Graphics/animation distracts from content.	**2** Graphics/animation not relevant. May not use any graphics (boring).	**3** Relevant graphics/animation draw attention to content.
Design: Target Audience (2)	**0** Design not appropriate for target audience.	**1**	**2** Design clearly targets specific audience.
Design: Accessibility (2)	**0** 2 or more priority 1 errors.	**1** One priority 1 error.	**2** Site passes http://www.cast.org/bobby/ priority 1 accessibility test.
Consistency (2)	**0** Each page in web has different backgrounds or navigation menus.	**1** Little consistency within web.	**2** Web layout is consistent from page to page.
Hardware Efficiency (Animations and Images) (2)	**0** Too many images or animations makes for long download time.	**1** Some files have not been "optimized".	**2** Efficient use of images and animation. Acceptable download time (file size).
Navigation (5)	**0-1** Broken links. Links everywhere.	**2-3** Can't find my way around site. Too many links. Navigation menus not used efficiently.	**4-5** Site has active and well-placed hyperlinks. Consistently placed navigation menu.
Authority (5)	**0-2** Missing all "authoritative information". Spelling or grammar errors.	**3-4** Some feedback available. May not be relevant. No email link to author. May not cite sources (if needed).	**5** Lists **authors name** and **contact information/link**. Lists **last updated**. Lists **copyright** information. No spelling or grammar errors.
First Impression/Creativity (5)	**0-1**	**2-3**	**4-5** Original, creative. Catches viewers' interest.
Content (4)	**0**	**1-2** Missing a page or incomplete. Not enough relevant info.	**3-4** Meets page requirements. Page is useful to target audience.
Specific Assignment Requirements (3)	**0-1**	**2**	**3** All included.
	Total	**45**	